



**Diploma  
in Business Studies**



**We believe education is essential for the development of nations. We work together with students to contribute to the development of business leaders throughout the world.**

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## Who are these qualifications suitable for?

The **OTHM Level 3 Diploma in Business Studies (QCF)** is a 60-credit value qualification. The programme is designed in such a way that it enables learners to increase their competence in their academic writing skills, and the critical thinking skills that will enhance their academic knowledge and understanding required for their subsequent studies. It also exposes learners to the dynamics of the rapidly changing business environment.

The content of this qualification is focused on managing communication, business organisations in a global context, people management and finance, as well as an understanding of the research skills and personal development expected of a manager. It includes a broad range of highly relevant business and management subject areas, making it ideal for those who have started, or are planning to move into a career in a business within the private or public sector. The programme allows learners to acquire knowledge and understanding in a range of topics and to develop the key skills required to work in Business Management roles.



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## A T&H Management School

T & H Management School is a private business school based in London the United Kingdom and with campuses in London and Lisbon. The school offers university-level courses with a strong emphasis on the industry, through programs at various levels, aimed at an audience of students and international executives.

We have developed several partnerships around the world to allow our students a culturally diverse experience.

## The Partnership with ISEC

The courses will be taught in partnership with the Instituto Superior de Educação e Ciências (ISEC). Officially recognized in August 1991, ISEC is defined as a private non-profit institution for higher education and research, whose institutional mission is to deliver scientific, technical, cultural, educational, professional and human formation. ISEC is an institution of public utility.

The choice of ISEC as a partner was based on common objectives present in the two institutions - to promote a qualified, integrated and harmonious development of higher education - in a multicultural environment.



## Course Structure

The course is developed in one academic year. At the end of each of year and after successful completion, the student obtains a Level 3 Diploma.

The Diploma consists of six modules (three modules per semester), comprising a total of 60 (UK) or 30 ECTS (European System) credits. The modules for the diploma are:

### Level 3 Diploma in Business Studies

Modules	Credits (UK)
<b>CORE</b>	
Personal, Professional and Academic Development	10
Using IT for Business	10
Fundamentals of Business Accounting	10
Introduction to the Business Environment	10
<b>OPTIONAL</b>	
Customer Service Excellence	10
Managing Business Events	10
Introduction to Marketing	10
Introduction to People Management	10

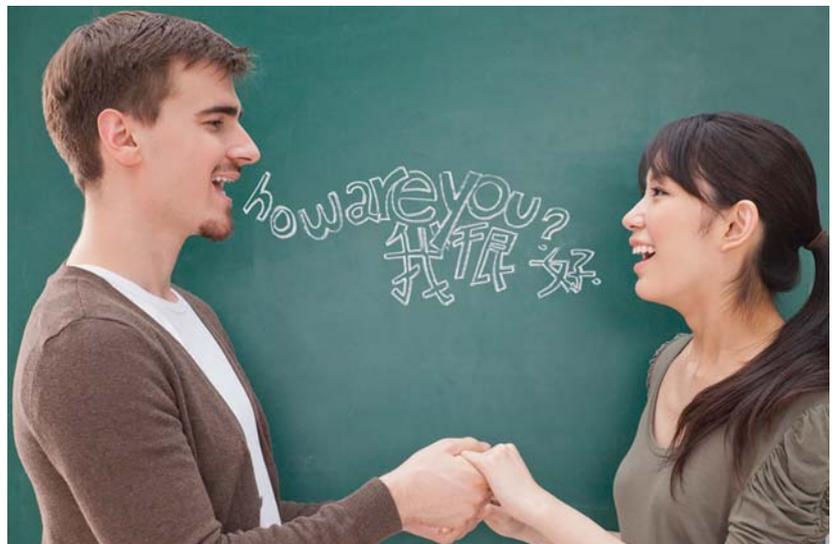
## Language

All course modules will be taught in English. Hence it requires applicants to have a minimum knowledge of the language. The criteria to be applied in the selection of students are as follows: Applicants coming from non-English speaking countries may be exempted from the English language test under the following conditions:

They have studied at a secondary school with English as a medium of instruction. Applicants must document this or prove to have made a recognized exam / test. In exceptional cases, applicants can provide proof of proficiency in English in other ways;

They have passed an internationally recognised exam in English.

Applicants who do not meet the above English language requirements and come from a Portuguese speaking country may choose to attend the first year of the course in Portuguese in addition to an intensive course of English. This way they will be able to attend the next levels up of the course in English.



# Module Specifications

The specifications for each module comprising the Diploma are presented on the following pages.

## Diploma in Business Studies

### Module 1: Personal, Professional and Academic Development (Core)

The Unit aims to ensure that all learners have an appropriate grounding in key academic, personal and professional skills required for successful study at this level and subsequent employment and/or further study. The learner will:

1. Be able to research information from a variety of sources
2. Understand common steps in producing academic work
3. Be able to produce a piece of academic work according to conventions
4. Understand different learning styles

### Module 2: Using IT for Business (Core)

The Unit aims to familiarise learners with the use, application and development of core study and academic skills including the use of IT, preparation for presentations, and formats for academic writing such as essay and report formats. The learner will:

1. Understand and the main functions of a word processor
2. Identify useful information from the Internet
3. Understand the main functions of spreadsheet software
4. Understand the main functions of presentation software

### Module 3: Fundamentals of Business Accounting (Core)

The unit aims to provide learners with an understanding of the basic principles of accounting in a business environment.

Learners will also develop an understanding

of the content of basic financial statements and the principles of recording financial transactions. The learner will:

1. Understand essential aspects of accounting
2. Understand the role of money, interest rates and inflation within the area of accounting
3. Be able to apply key concepts in accounting

### Module 4: Introduction to the Business Environment (Core)

The unit aims to enable students to explore the different internal and external elements of a business, understand the business context and explore the political, social, economic, technological and ethical considerations affecting businesses. It also enables learners to explore common aims and characteristics of business and to understand business structures, cultures and function. The learner will:

1. Understand different types of businesses and their functions
2. Understand a range of basic business and management structures
3. An introduction to marketing in business
4. Be able to utilise a number of key business concepts



### Module 5: Customer Service Excellence (Optional)

This unit supports the learner to develop an understanding of the principles that apply to customer service delivery in organisations across different sectors and understand how to propose and implement improvements to customer service. The learner will:

1. Understand how organisations carry out customer service in a particular sector
2. Identify the importance of using effective communication techniques with customers
3. Assess how organisations in different sectors deliver customer service
4. Understand how to propose improvements to customer service

### Module 6: Managing Business Events (Optional)

This unit supports the learner to develop an understanding of the principles that apply to the management of events in arrange of business sectors. It also introduces the reasons why businesses hold events and why these have become more prominent in recent years. The learner will:

1. Understand the business events sector
2. Understand the principles of planning business events
3. Understand the principles of managing business events
4. Understand the principles of evaluating business events

### Module 7: Introduction to Marketing (Optional)

This unit supports the learner to develop an understanding of the principles that apply to the marketing activities within the companies and focus on the models and theories to be applied as well as on the principles regarding the promotions and sales of the business products or services. It also focuses on the planning activities concerning the development of the marketing strategies. The learner will:

1. Understand the role of marketing in the business environment
2. Be able to identify marketing models and theories
3. Understand the principles of sales in a business
4. Be able to apply principles of marketing planning

### Module 8: Introduction to People Management (Optional)

This unit supports the learner to develop an understanding of the principles that apply to the management of people in a range of business sectors. It also introduces concepts such as reward, motivation and leadership. The learner will:

1. Understand the principles of human resources management
2. Understand the principles of performance management
3. Understand the role of reward and recognition in a business
4. Understand the principles of leadership in business management



## English for Academic Studies (EAS)

All students attending any of the previously mentioned Diplomas will also attend classes of English for Academic Studies. These classes will enable the students to progress in their knowledge of the English language and particularly in its use in academic writing and speaking.



## Portuguese as a Foreign Language (PFL)

Also, all students who are not Portuguese or coming from a Portuguese-speaking country will attend extra classes of Portuguese. This will enable them to learn the language and engage in the Portuguese community and lifestyle.

### Assessment

All modules have an assessment system led by the head of each module and verified externally by an assessor, in order to ensure a fair and objective evaluation. All assessments are criterion referenced and based on the "Learning Outcomes" of each module.

In order to be approved in a Diploma (and therefore progress to the next one), students must successfully complete all modules.

Assessment methods may vary between individual and group presentations, reports and written essays, posters, discussions and debates.



### Field Trips

Throughout the course field trips will take place depending on the module in question. These will allow students a closer contact with the reality of business and the various sectors of the industry. A T&H Management School Coordinator will always lead these field trips.

Every year, a one-week tour to one country in the European Union will take place and will focus on a specific area of the industry. This optional tour, on the one hand, will foster a closer contact amongst students and between students and teachers and, on the other, enable the possibility of a further analysis of a particular activity sector.

### Research

The T&H Management School has an internal research department, where students and teachers can join existing teams and collaborate on the development of knowledge for certain areas of management.

The T & H Management School supports the development of new projects and the sought-after links with national and international business. Therefore, the T & H Management School will grant every year a number of scholarships to students who, in the previous year, are considered to have reached an exceptional achievement and who wish to join the research team, alongside the continuation of their studies.

## International Option - London

All of T & H Management School's courses may be attended in the international system option. In this system, students may attend the second semester of their respective courses on our campus in London. Modules and content as well as assessment will be exactly the same as for students who opt for the national version. The major advantage of this international option is to allow students the experience of a multicultural city, where they can benefit from the study visits and exclusive contacts unique to this campus. The costs associated with this option are limited to the cost of air travel and accommodation.



## Internships

The T & H Management School has developed protocols with organisations within the industry and can annually promote the provision of short-term placements at companies, in order to improve students' knowledge and promote the link to corporate reality. The internships are unpaid and are always coordinated by a T & H Management School's Academic Head along with the grantor company, aiming at enriching the students' knowledge.

## Alumni

The Alumni play an important role in the T & H Management School. They help generate job and internship opportunities for undergraduate and postgraduate students through their own social network. In addition, they can still function as guest speakers in many programmes by bringing their business experience.

In addition, each year the T & H Management School sponsors complementary training activities to its alumni, in order to ensure continuous updating of their knowledge.

We have a dedicated team whose mission is to plan, promote activities and provide assistance and information to alumni.



## Progression – Anglia Ruskin University London Campus

By successfully completing the Level 3 Diploma in Business Studies, the T & H Management School's students attain, simultaneously, the Diploma PreliminaremEstudos de Gestao from ISEC and the Diploma in Business Studies from OTHM Qualifications. The latter diploma allows students to continue their studies at Anglia Ruskin University London Campus and complete:

- BSc (Hons) Business and Human Resource Management
- BSc (Hons) Business and Law
- BSc (Hons) Business and Marketing
- BSc (Hons) Business and Tourism
- BSc (Hons) Law and Accounting
- BSc (Hons) Finance and Accounting
- BSc (Hons) International Business Management
- BSc (Hons) Business and Hospitality Management
- BSc (Hons) Business and Healthcare Management
- LLB (Hons) Law.



Call Us: + 44 (0)20 8720 6730  
+ 3519 2534 1528



## CONTACT US

T&HMS International office/  
Admissions Processing Centre

15 Leeland Road London W13 9HH  
United Kingdom

+44 (0)20 8720 6730  
info@thmschool.com

T&HMS - Lisbon Campus  
International Office (T&HMS) ,

Alameda Linhas de Torres 179,  
1750-142 Lisbon, Portugal

+3519 2534 1528  
lisbon@thmschool.com

**Tourism & Hospitality Management School**

www.thmschool.com